



Visit Royal Sutton Coldfield

BUSINESS IMPROVEMENT DISTRICT (BID)

Statement from outgoing Visit Royal Sutton Coldfield BID Chair, Alison Clack:

I can't believe that my role as BID Chair has come to an end! The last 15 months have passed in the blink of an eye, but at the same time have been filled with some fabulous events and represented a 'step forward' for the BID.



At the start of my term I wanted to raise our profile and attract more visitors into Sutton Coldfield to show that we mean business. When I reflect on our achievements showcased in the 2023 annual report at <https://shorturl.at/lsE68the> and the results speak for themselves!

Most impressive has to be the significant increase in our social media presence. 100% of the credit for this achievement goes to Michelle Baker, our BID manager, whose expertise and experience are second to none.

Events organised and delivered in-house by the BID including the monthly Farmers and Craft markets, car-shows, character visits, Coronation celebrations and Emergency Services Day have all been well attended and continue to receive high praise. Our successful guest speaker events with Mary Portas and Sara Davies and new workshops also continue to allow for valuable business to business networking.

I could not have succeeded as Chair without the help of a wonderfully supportive Board and thank them for their opinions, assistance and encouragement, and extend my congratulations to the new BID Chair, Mark Wilkinson, who, as always, is full of purpose and enthusiasm.

We know who we are as a BID and the role we want to play in the town. Areas of concern remain, of course, such as issues of safety and security and we recognise the need more than ever before to work with other agencies and authorities to effect change.

The need and opportunity for proper engagement and collaboration is NOW to allow the BID to maintain traction on all issues that are important to our levy payers, and to ensure their concerns and aspirations continue to be heard and acted upon.

Here's to a fabulous 2024!

Alison Clack
BID Director
BID Chair 2023/4